

Amendments to the Claims:

1-26. (Canceled)

27. (Currently Amended) A method of automatically transmitting an advertisement for hardware installed on a data processing system, the advertisement being associated with an identified sending party and transmitted from the identified sending party a user of a data processing system to a receiving party, comprising the steps of:

in response to installing hardware on the data processing system, establishing an agreement with the user of the data processing system to include an advertisement associated with the installed hardware in e-mail communications transmitted from the data processing system using an email communications application associated with the user;

~~identifying a user of the data processing system, said identified user being the identified sending party;~~

initiating an e-mail communication via said email communications application, said email communication addressed from the data processing system to the receiving party of the identified sending party;

automatically embedding at least one pre-selected an advertisement associated with the hardware identified sending party in said e-mail communication in accordance with said agreement,[[.]] said embedding being done within with the data processing system of the identified sending party; and

transmitting, to the receiving party, the e-mail communication with the at least one advertisement associated with the identified sending party automatically embedded therein by the data processing system of the identified sending party to the receiving party;

~~wherein said advertisement is for hardware installed on the data processing system by said identified sending party.~~

28-30. (Canceled)

31. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is automatically sent for a pre-selected time period.

32. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is automatically sent up to a pre-selected number of times.

33. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is electronically obtained from a third party data processing system.

34. (Currently Amended) The method of claim ~~28~~ 27, wherein the user is compensated for ~~accepting the offer to become an advertiser~~ entering into the agreement.

35. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the identified sending party is at least one of visual and aural.

36. (Currently Amended) The method of claim ~~28~~ 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is incorporated in setup software for the hardware.

37. (Canceled)

38. (Currently Amended) The method of claim ~~28~~ 27, further comprising offering to the receiving party of the e-mail communication ~~associated with the identified sending party~~ and the advertisement associated with the ~~identified sending party~~ hardware, an option of being an advertiser.

39. (Currently Amended) The method of claim 38, wherein the ~~step of offering offer~~ to the receiving party ~~of the e-mail communication and advertisement associated with the identified sending party an option of being an advertiser~~ includes fraud avoidance means for reducing or eliminating fraud associated with a transaction.

40. (Currently Amended) The method of claim 33, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is electronically obtained from a third party data processing system using the Internet.

41. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is displayed automatically to the receiving party during a period of at least one of before, during and after the e-mail communication.

42. (Previously Presented) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

43. (Currently Amended) The method of claim ~~28~~ 27, wherein the ~~at least one~~ ~~associated~~ advertisement associated with the ~~identified sending party~~ hardware is automatically embedded in the e-mail communication by a third party.

44. (Currently Amended) The method of claim 27, wherein the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware is automatically determined at least in part by a demographic of the receiving party.

45. (Previously Presented) The method of claim 44, wherein the demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (Currently Amended) The method of claim 27, wherein automatically embedding the ~~at least one pre-selected~~ advertisement associated with the ~~identified sending party~~ hardware with the e-mail communication further comprises automatically embedding a personal testimonial by the ~~sending party~~ user thereby lending credibility to the ~~at least one~~ advertisement associated with the ~~identified sending party~~ hardware.

47. (Currently Amended) The method of claim 27, wherein the ~~automatically pre-selected~~ advertisement associated with the ~~identified sending party~~ hardware is under the local control of the ~~identified sending party~~ user.

48. (Canceled)

49. (Currently Amended) A method of ~~automatically transmitting an advertisement associated with the identified sending party from the identified sending party to a receiving party of claim 48~~ 27, wherein ~~the said at least one~~ advertisement associated with the ~~identified sending party~~ hardware includes a hyperlink.

50-52. (Canceled)

53. (Currently Amended) A method of transmitting an advertisement from a ~~sending party~~ user of a data processing system to a receiving party, comprising the steps of:
in response to ~~the installation of~~ installing a product on a data processing ~~machine system~~ associated with the sending party user, or to ~~a subscription~~ subscribing to a service to be used by ~~[[a]] the user operating the data processing machine system associated with the sending party~~, establishing an agreement with the ~~sending party user~~ to include an advertisement associated with said product or said service in communications transmitted from the data processing ~~machine system~~ using a communications application associated with the user, ~~said advertisement associated with said product or service~~;
receiving a request from the ~~sending party user~~, via said communications application, to initiate a communication from said data processing system;
automatically embedding said an advertisement associated with said product or service with said initiated communication in accordance with said agreement; and
transmitting, to the receiving party, said communication with said advertisement automatically embedded therein.

54. (Currently Amended) The method of claim 53, wherein establishing the ~~relationship~~ agreement is in response to installing a product on the data processing ~~machine system~~.

55. (Currently Amended) The method of claim 53, wherein establishing the ~~relationship~~ agreement is in response to subscribing to a service to be used by the user operating the data processing machine system.

56. (Previously Presented) The method of claim 54, wherein the product is one of software or hardware.

57. (Previously Presented) The method of claim 54, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video conferencing, and an animated presentation.

58. (Previously Presented) The method of claim 55, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video conferencing, and an animated presentation.

59. (Currently Amended) The method of claim 53, wherein ~~said~~ the embedded advertisement is electronically obtained from a third party data processing system.

60. (Currently Amended) The method of claim 54, wherein the embedded advertisement is incorporated in setup software for one of software or hardware.

61. (Currently Amended) The method of claim 53, further comprising offering to a receiver of the transmitted communication and advertisement an option of being an advertiser.